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# THE WORLD NEEDS "MOORE" ROSES

VIVID MASON  
Plant Patent No. 52  
(See Description Inside)

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U. S. Department of Agriculture



**MOORE**  
**NURSERY AND FLORAL**  
**COMPANY**  
**TYLER, TEXAS**





ROSLYN

## Nursery Ideally Located

The Moore Nursery and Floral Co. is located five and one-half miles northwest of Tyler, Texas, on Lake Park Road. Here the Winters are balmy enough for the infant plants. The Summers are dry and hot, which bring hardiness and vitality. The terrain is properly drained. The soil and the subsoil are correct. Add to all this my long experience, and that of my helpers, and the result is Roses of astounding beauty and remarkable hardiness.

## Buy Direct from Grower

And now you can buy these plants direct from me. I can give your order my personal attention. You can be certain that you receive only genuine two-year-old field-grown plants.

If you are an amateur planter this will mean a lot. And permit me to advise that you need have no fears. Just follow the simple planting direction found elsewhere in this folder. The chief factor in raising beautiful Roses is to start with good stock. I can guarantee this for you.

Sincerely,

P. C. MOORE.



DOTTY



EDITH NELLIE PERKINS





AUTUMN



OLYMPIAD



# MOORE NURSERY and FLORAL Co., Tyler, Texas



KAISERIN AUGUSTE VIKTORIA



MISS ROWENA THOM



AMI QUINARD



BETTY UPRICHARD



ETOILE DE HOLLANDE

## VIVID MASON

Plant Patent No. 52

**A Gorgeous Everblooming (Hybrid Tea) Variety**

This well-named variety produces a profusion of lovely flowers, the most vivid in color of any Rose yet introduced. The true shade of the blooms is a rich oriental red, but it overlies a background of gold that seems to be trying to break through the scarlet, like sunshine through the red clouds of a gorgeous sunset. Despite the delicate hue of the blooms, the plant itself is more hardy and vigorous than nearly any other sort, and is the tallest Rose we know. Just sample a few in your garden and you cannot help being impressed by the perfection of these flowers.

**Strong, 2-year-old, field-grown plants. Each \$1.50, dozen \$15.00**

(See illustration on front)



## Terms and Conditions of Sale

**TERMS**—Cash with order. Customers will please remit by post office or express orders. To insure you against your own loss we kindly ask that you adopt one of the methods above in making your remittance, as we deem it unsafe to send loose currency and silver in an envelope with an order.

**NO GOODS SENT C. O. D.**—No goods will be sent by us C. O. D., as it requires about twice as much time to handle a C. O. D. shipment, and it also entails an extra expense for collection charges that our customers would have to pay.

**WARRANTY CLAUSE**—All agreements are subject to crop yield. We express or imply no warranty as to productiveness or life of the stock we sell. It is mutually agreed that our liability for untruthfulness to name is confined to free replacement or refund of original purchase price.



### MEMBER

AMERICAN ROSE SOCIETY  
AMERICAN ASSOCIATION OF NURSERYMEN  
SOUTHWESTERN ASSOCIATION OF NURSERYMEN  
EAST TEXAS ROSE GROWERS ASSOCIATION

15% discount to Garden Clubs on Orders of 100

## HARDY EVERBLOOMING ROSES

Variety and Type of Plant	Color
Ami Quinard (HT).....	Dark crimson-maroon
Autumn (HT).....	Two-tone
Betty Uprichard (HT).....	Coral pink
Briarcliff (HT).....	Pink
Caledonia (HT).....	White
Chas. K. Douglas (HT).....	Red
Dame Edith Helen (HT).....	Pink
Dotty (HT).....	Yellow
Double White Killarney (HT).....	White
E. G. Hill (HT).....	Red
Edith Nellie Perkins (HT).....	Salmon-pink
Etoile de Hollande (HT).....	Red
Francis Scott Key (HT).....	Red
Julien Potin (HT).....	Yellow
Kaiserin Auguste Viktoria (HT).....	White
McGredy's Scarlet (HT).....	Red
Miss Rowena Thom (HT).....	Pink
Mrs. Chas. Bell (HT).....	Salmon-pink
Mrs. E. P. Thom (HT).....	Yellow
Mrs. Pierre S. du Pont (HT).....	Yellow
Olympiad (HT).....	Copper-red
Pink Radiance (HT).....	Pink
Porterdown Bedder (HT).....	Two-tone
President Herbert Hoover (HT).....	Two-tone
Red Radiance (HT).....	Red

Variety and Type of Plant	Color
Rev. F. Page-Roberts (HT).....	Copper-red and yellow
Roslyn (HT).....	Yellow
Sensation (HT).....	Red
Souv. de Claudius Pernet (HT).....	Yellow
Talisman (HT).....	Two-tone
Vivid Mason (HT).....	Cerise

## POLYANTHAS

Golden Salmon.....	Scarlet salmon
Katharina Zeimet.....	White
George Elger.....	Yellow
Pink Orleans.....	Pink
Miss Edith Cavell.....	Red
Else Poulsen.....	Pink
Gloria Mundi.....	Orange scarlet
Cecile Brunner.....	White

## CLIMBERS

Climbing Talisman (HT).....	Two-tone
Paul's Scarlet Climber (HP).....	Red
Climbing American Beauty (HP).....	Red
Climbing Pres. Herbert Hoover (HT).....	Two-tone
Climbing Cecile Brunner (HT).....	White
Mme. Gregoire Staechelin (HP).....	Pink
Climbing Marechal Niel (HT).....	Yellow

OUR ROSES are hardy, two-year-old, No. 1 grade, field-grown. They have bloomed profusely one year, and will bloom for you the first Summer.

Our plants were sprayed during the growing season.

The plants come to you pruned ready for planting, express or parcel post prepaid.

Write us for information regarding varieties not listed.

## Prices

VIVID MASON—\$1.50 each

All other varieties, 50c. each, \$3.50 per dozen, 6 at the dozen rate; \$20.00 per 100, 50 at the 100 rate

Any size order may be in assorted varieties and the quantity rates will apply



## MOORE NURSERY AND FLORAL CO.

Post Office Box 756 • TYLER, TEXAS



DAME EDITH HELEN



CHARLES K. DOUGLAS



CALEDONIA



MRS. E. P. THOM



TALISMAN

The World Needs "Moore" Roses



# MOORE'S VIGOROUS CLIMBING ROSES

We can think of no more beautiful sight than the climbing Rose on a trellis or arbor in full bloom. A solid blanket of beautifully colored flowers. Below are three of the more popular varieties. Reserve a spot in your garden for these Roses.

## Paul's Scarlet Climber

(HP)

A favorite of the men, as well as the women. Vivid red, long-lasting blooms that do not fade. A profusion of clusters cover the plant, which glows for weeks in its brilliancy. Long stems. Vigorous, hardy. A strikingly effective Rose. The patented Rose **Blaze** is a sport of **Paul's Scarlet Climber**.



## Climbing American Beauty

(HP)

Splendid display of deep, rose-pink blooms. Early bloomer. As name implies, flowers of this superb climber, often 3 inches in diameter, are lovely American Beauty color, pointed buds, long stems. Very fragrant.



## Climbing Talisman

(HP)

During our twenty-five years' experience growing Roses, never have we seen a better climber. Some of the canes have grown to twenty-five feet in length. Flowers are identical in color with the bush Talisman, but somewhat larger. Excellent flowers, free bloomer, dark green, glossy foliage, and thrives in both hot and cold weather. Unexcelled for trellis purposes.



# Rose Culture

Roses will grow in any good soil, in a sunny location, and away from trees and shrubbery. Give them a row to themselves in the flower or vegetable garden; or make a solid bed for them alone.

Remember that Rose bushes are alive; treat them as you would any living thing. Keep the roots of the bushes covered while they are out of the ground.

Make generous holes for the plants and spade the ground deeply. Moore's Roses are pruned ready for planting and will not need further pruning the first season.

Plant Hybrid Tea Roses 18 inches apart. Hybrid Perpetuals need 2 to 3 feet. Hardy Climbers should be 5 to 6 feet apart.

Set the plant so that the bud is just under the surface of the bed. Separate the roots so that they are not doubled, cramped, or crowded. Spread them almost horizontally, and work fine rich soil among them, tamping it down firmly. If the weather is dry, water heavily and hill the plants with earth until the buds start to break.

When planting in Autumn, be sure to give Roses a heavy Winter protection of earth mounded up several inches around them. Remove the earth when Spring has definitely come.

Keep the surface of the Rose bed loose all the time, unless it is protected by a mulch. Early in the season give established Roses a trowelful or two of fertilizer, stirred into the soil. Never have fertilizer in direct contact with the roots.